

GOVERNMENT OF INDIA
MINISTRY OF COMMERCE AND INDUSTRY
DEPARTMENT OF COMMERCE

LOK SABHA
UNSTARRED QUESTION No.246
TO BE ANSWERED ON 02.12.2025

DIRECT EXPORT ACTION PLAN

246. Shri Atul Garg:
Smt. Shambhavi:
Shri Rajesh Verma:
Dr. D. Purandeswari:
Dr. Lata Wankhede:

Will the Minister of COMMERCE AND INDUSTRY be pleased to state:

- (a) the number of districts that have finalized District Export Action Plans with the details of the quantum of exports recorded from District as Export Hub- notified products during the last five years state, district and year-wise particularly in Ghaziabad, Khagaria, Samastipur, Rajahmundry and Sagar Parliamentary constituency;
- (b) the total number of product-service clusters have been identified under DEH initiative, and their export performance benchmarks state, district and year-wise;
- (c) the details of the steps that have been taken by the Government to build the institutional and logistics capacity of districts to support local exporters;
- (d) the details of the capacity-building initiatives have been launched to support first-time exporters, artisans, women entrepreneurs and rural cooperatives under the District as Export Hub Initiative ;
- (e) whether the Government is considering to explore integration of the DEH initiative with platforms like ONDC, e Commerce marketplaces, and India Post Export Services, if so, the details thereof.

ANSWER

THE MINISTER OF STATE IN THE MINISTRY OF COMMERCE AND INDUSTRY
(SHRI JITIN PRASADA)

(a), (b) and (c): Under the Districts as Export Hubs initiative of DGFT, export promotion activities are being decentralised to make the districts active stakeholders in boosting the export growth of identified products and services from the districts, leveraging their natural competitive advantages. An institutional mechanism has been set up in all States/UTs by forming State Export Promotion Committees (SEPCs) and

District Export Promotion Committees (DEPCs) at the district level. The initiative has identified export potential in 734 districts across the country, spanning critical sectors like agriculture, toys, and GI products. District Export Action Plans (DEAPs) detailing existing supply chain bottlenecks and possible interventions to mitigate gaps in the export of the above-identified products and services have been prepared for 590 districts.

The government maintains record of total exports from India. The state-wise and district-wise export data are not validated by the DGCIS as they are based on the state-of-origin code reported by exporters on shipping bills and as received from the customs department. The state-wise data, as declared by the exporters and received from customs, is available on <https://niryat.gov.in/>

A range of measures has been undertaken to enhance institutional capacity and logistics readiness at the district level to support local exporters. These include:

1. Strengthening institutional mechanisms: Operationalization and regular functioning of State Export Promotion Committees (SEPCs) and District Export Promotion Committees (DEPCs) to oversee district-specific export facilitation initiatives, review constraints, and recommend appropriate interventions.
2. Improvement of data systems: Enabling district-level capture of export data to assist in evidence-based policymaking, more granular monitoring of export trends, and identification of emerging sectors with export potential.
3. Logistics and supply-chain facilitation: Coordination with concerned Ministries, State agencies and logistics service providers to improve last-mile connectivity, warehousing, cold-chain facilities, testing laboratories, certification infrastructure and other trade-related enablers identified by districts.
4. Product-specific interventions: Support for quality enhancement, standardization, value-addition and compliance with domestic and international standards, as per the requirement of identified district products or services.
5. Stakeholder engagement: Regular consultations with exporters, industry associations, MSMEs, artisans' groups and other local stakeholders to address operational challenges and promote awareness of trade facilitation measures.

(d) To empower first-time exporters, artisans, women entrepreneurs and rural producer groups under the DEH initiative, several capacity-building and handholding activities have been undertaken in partnership with State Governments, trade bodies and field formations. These include:

- Outreach and sensitisation programmes focusing on export procedures, documentation, quality standards and compliance requirements.
- Training modules on packaging, branding, digital catalogue preparation, marketing and utilisation of e-commerce channels.
- Skill enhancement workshops tailored to the needs of artisans, weavers, agricultural clusters, rural cooperatives and micro-enterprises associated with district-identified products.
- Knowledge dissemination through online platforms and district-level information systems developed under DEH to provide exporters with guidance on product-

wise export potential, regulatory norms, market access opportunities and trade facilitation schemes.

- Collaboration with industry and academia to improve the competitiveness, design capabilities and market orientation of local producer groups.

(e) The DEH initiative continues to explore opportunities for strengthening market access for district-identified products through improved digital and logistics linkages. Engagements with digital commerce platforms, logistics providers and sectoral service platforms form part of the broader effort to enhance marketing avenues, promote integration of small producers with wider supply chains and facilitate smoother movement of goods. Such collaborative efforts are undertaken in consultation with relevant Ministries, State Governments and partner institutions, keeping in view the evolving requirements of exporters and the objective of enabling districts to participate more effectively in domestic and global markets.

* * * * *